

Delegated Report

Expiry Date:

15/06/2012

Officer

Fergus Freeney

Application Number(s)

2012/2054/A

Application Address

5 GRAY'S INN ROAD LONDON LONDON WC1X 8PH

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1x internally illuminated fascia, 1x internally illuminated projecting sign and vinyl window graphics at shop (Class C1)

Consultations

Summary of consultation responses:

N/A

Site Description

The site is located on the west side of Gray's Inn road. It comprises a large mixed use building with retail at ground floor level.

The site is not within a conservation area and is not a listed building.

Relevant History

No relevant history

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to a fascia sign with internally illuminated letters and one internally illuminated projecting box sign.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. For the sake of clarity a condition will be added requiring that only the lettering is illuminated.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444